



"Placerville, a Unique Historical Past Forging into a Golden Future"

Planning Commission Staff Report

Meeting Date: June 15, 2021

Prepared By: Andrew Painter, City Planner

Item 7: 251 Main Street - Site Plan Review (SPR) 84-15-R : The Green Room Social Club:

Consideration of modification to SPR84-15 approved signs to allow for new business signs totaling approximately 63 square feet of sign area for a new restaurant, bar and event business within existing buildings.

Authority for Application: City Code 10-4-9(P): Site Plan Review Changes; Section 10-4-17(H): Sign Regulations

Recommendation: Consider and Approve Request

Project Site Background:

<i>Property Owner:</i>	Jennifer Teie
<i>Applicant:</i>	Jennifer Teie, The Green Room Social Club
<i>Property Location Information and Assessor's Parcel Numbers(APN):</i>	251 Main Street APNs: 001-201-006, 001-201-014
<i>Existing General Plan Land Use Element designation:</i>	Central Business District
<i>Existing Zoning classification:</i>	Central Business District (CBD) -City Code 10-5-14
<i>Site Size:</i>	0.07 acres (3,049 square feet)
<i>Existing Conditions:</i>	Eating and drinking establishment use
<i>Surrounding land uses:</i>	North: public parking lot and US 50 East: drinking establishment, commercial retail and services, professional office South: eating and drinking establishment, commercial retail and services. West: financial institution and public parking

Environmental Document: Class 11 Categorical Exemption per Section 15311(a) of the California Environmental Quality Act Guidelines for an on premise signs

Project Description: Three new business signs for The Green Room Social Club business are proposed for the site. These are described in **Figure 1** and **Attachment A**, the Applicant Submittal Package.

Figure 1. Proposed Sign Information

Sign Location and Type	Sign Dimension	Sign Area
Front Elevation (Main Street) Sign 1: Projecting Sign: back lit illuminated with green LED light source; sign copy: <i>The Green Room Social Club • Est. 2020. Placerville, CA</i> ; proposed mounting height 96 inches (8 feet) above sidewalk. Sign 2: Wall Sign: back lit illuminated with green LED light source; sign copy: <i>The Green Room Social Club • Est. 2020 Placerville, CA</i> ; mounted above architectural canopy and below roof eave.	30 inches by 43.5 inches 3 feet by 6 feet	9 square feet 18 square feet
Rear Elevation (US Highway 50) Sign 3: Wall Sign: back lit illuminated with green LED light source; sign copy: <i>The Green Room Social Club</i> ; mounted above architectural canopy and below roof eave.	43 inches by 10 feet	35.8 square feet
Total Sign Area		≈ 63 square feet

Background: Site history for the 251 and 253 Main Street (Assessor's Parcels Numbers (APNs) 001-201-006, 001-201-014) buildings that make up the project request site was summarized as part of the City's 1984 Historic Resources Inventory. These surveys are provided as **Attachment B**. Per the Inventory, the estimated construction year of both one story buildings was 1856.

Modification to the two buildings were authorized by the Planning Commission during August 1984, when the Commission approved SPR84-15 involving the conversion of the interior into a restaurant and bar, La Casa Grande, and the change to the exteriors in a Spanish architectural style of white stucco, terra cotta roof tile, arched window and door openings, and the addition of a false front and false rear giving the appearance of a second story. The 1984 SPR84-15 Conditions of Approval are provided in **Figure 2**.

The current property owner has recently applied for and was conditionally approved by the Development Services Department to merge the project site parcels, APN 001-201-006 and 001-201-014, into one parcel (Lot Line Adjustment (LLA) 21-02). Completion of the merger through the El Dorado County Surveyor's Office is expected to be completed immediately. Furthermore, the property owner has conducted additional interior work under City issued construction permits for the new restaurant, bar and events space business venture.

All previous business signs onsite have been removed from the site.

Figure 2. 1984 SPR84-15 Conditions of Approval

- (a) The occupancy of the restaurant and bar combined is limited to 68 persons. The applicant will enter into an agreement with the City in this regard. If the applicant proposes to increase the occupancy of the building to the maximum of 135 persons, they will be required to enter into an agreement to satisfy the provisions of 10-4-4 of the City Code unless parking is increased by approval of the City Parking Commission.
- (b) It is recognized that this project consists of two parcels. The applicant will satisfy the provisions of the building code or combine the properties or enter into an agreement with the City of Placerville regarding the future use of the two properties.
- (c) Any roof equipment will be screened from view behind the building facade.
- (d) The applicant will bring back the Main Street elevation to staff for review for alternative solutions to the stucco application, with staff to report back to the Planning Commission.

Applicable General Plan Goals and Policies: The project site is designated Central Business District on the General Plan Land Use Map. To approve the proposed project, the Planning Commission must determine that the request is consistent with applicable General Plan goals and policies. Staff has identified the following goals and policies as most relevant to the proposed project:

Natural, Cultural, and Scenic Resources Element

Goal I: To protect and enhance Placerville's community character and scenic resources.

Policy 7. *The City shall protect the visual character of scenic street and highway corridors.*

Community Design Element

Goal A: To preserve and enhance the overall visual attributes of Placerville.

Policy 6. *The City shall maintain and/or enhance the visual character of scenic street and highway corridors.*

Goal B: To protect and upgrade the visual and historical character of downtown.

Policy 2. *The City shall promote the enhancement of commercial buildings and properties.*

Goal J: To promote development of aesthetic and functional signage and reduce visual clutter.

Policy 1. *The City shall only allow new signs that are appropriate in design and scale, while making adequate provisions for business identification.*

Zoning Regulations: Signs are a component of the Site Plan Review approval process, subject to the design criteria under Site Plan Review (Section 10-4-9(G-5) and Sign Regulations (Section 10-4-17(G) and (H)). This request is before the Commission because it involves new walls sign for the site with previously reviewed and approved signs by the Planning Commission under a Site Plan Review.

Section 10-4-9: Site Plan Review

(G) Criteria: The Planning Commission may approve, approve with conditions, or disapprove the application for a building permit or other required approval in any matter subject to its scope of authority after considering whether the following criteria are met. These criteria are not intended to supersede any requirements in the City's construction regulations, restricting imagination, innovation, or variety, but rather to assist in focusing on design principles which can result in creative solutions to assist in promoting the purpose of this Chapter. (Ord. 1474, 8 Jan 1991)...

5. Signs:

- (a) Wall signs shall be accomplished in continuity with the architectural concept. Size, color, lettering, location and arrangement shall be harmonious with the building design, and shall be compatible with approved signs on adjoining buildings. Signs shall have good proportions ...*
- (c) Materials used in signs shall have good architectural character and be harmonious with building design and surrounding landscape. Wherever possible, signs shall be incorporated within the building components such as fascias, and/or eaves.*
- (d) Every sign shall have good scale in its design and in its visual relationship to buildings and surroundings.*
- (e) Colors shall be harmonious and used with restraint. Lighting shall be harmonious with the design. If external spot or floodlighting is used, it shall be arranged so that the light source is shielded from view.*

Section 10-4-17: Sign Regulations

(B) Definitions:

Business Frontage: The lineal front footage of a building or portion thereof devoted to a specific business, and having an entrance/exit open to the general public.

(G) Regulations for On-Premise Signs: On-premise signs shall comply with requirements and criteria set forth herein.

1. *General Regulations*
 - b. *Aggregate Area of Signs: Unless otherwise authorized herein, the aggregate area of on-premise signage shall not exceed two (2) square feet of sign area for each one (1) lineal foot of business frontage for each business, entity, or occupancy, unless authorized by the Planning Commission, under the provisions of the Master Sign Plan or Conditional Use Permit referenced herein.*

4. *Projecting Signs*
 - a. *Projecting signs shall not exceed the height of the wall or parapet upon which they are placed.*
 - b. *Projecting signs shall not project more than four (4) feet beyond the building or wall upon which they are placed.*
 - c. *Projecting signs must be a minimum of eight (8) feet above the ground or sidewalk. Projecting signs less than twelve (12) feet in height above the ground or sidewalk shall be placed in a manner which avoids safety conflicts with vehicles, pedestrians or other objects.*
 - d. *The permitted area of a projecting sign is one-half (0.5) square foot per lineal foot of street frontage, thirty-two (32) square feet maximum.*
 - e. *Internally illuminated projecting signs shall have an opaque background and shall be designed so that only the lettering or advertising copy is visible at night. Externally illuminated signs shall utilize light fixtures which are fully shielded and designed to focus light only on the sign surface.*

5. *Wall Signs:*
 - a. *Wall signs shall only be permitted in non-residential zones, except as otherwise permitted herein.*
 - b. *The area of a wall sign or combination of wall signs shall not exceed two (2) square feet of sign area for each one (1) lineal foot of business frontage for businesses that have up to fifty (50) feet of business frontage and an additional sixty-seven (.67) hundredths of a square foot for businesses with street frontage greater than fifty (50) feet, not to exceed a total aggregate area of two hundred (200) square feet...*
 - d. *Internally illuminated wall signs shall have an opaque background and shall be designed so that only the lettering or advertising copy is visible at night. Externally illuminated signs shall utilize light fixtures which are fully shielded and designed to focus light only on the sign surface.*

Staff Analysis: Proposed signs have architectural characteristics in common. These characteristics share sign copy, font style, metal construction, and each would have back lit illumination using a green LED light source. They appear to have good scale to their respective mounting locations, are arranged in an attractive manner on the building, and have continuity with each other. The request is consistent with the Site Plan Review Criteria of City Code 10-4-9(G)5.

Business Frontage for the site totals 40 lineal feet along Main Street. Per the Sign Regulations, the following maximum sign areas for this site and its 40 feet of business frontage would be as follows:

Maximum aggregate sign area for all onsite signs:	80 square feet.
Maximum wall sign area:	80 square feet.
Maximum projecting sign area:	20 square feet.

Total proposed aggregate sign area is 63 square feet, of which the total wall sign area is 53.8 square feet, and the total projecting sign area is 9 square feet. The proposed major change to approved Sign Plan wall signs are well within these maximums and therefore consistent with City Code 10-4-17(G)1.b., (G)4.c., and (G)5.b.

Proposed sign illumination is considered internal, with the LED rope light source affixed to the sign between the sign surface and its background. The sign lighting concept would create a halo or shadowing effect of the sign copy. For the wall signs the background is the building wall surface. For the projecting sign the background are wood planks that the sign is fastened to. It is expected that this illumination will provide a soft visual appearance at night. Internal illumination for both the wall and projecting signs is therefore consistent with City Code 10-4-17(G)4.e., (G)4.d., and the Site Plan Review Criteria for sign colors under City Code 10-4-9(G)5(e).

Per the application materials, the projecting sign is to be hung near the Main Street building entrance from a steel bar attached to the building with lag bolts. Sign proposed to be hung 96 inches (8 feet) above sidewalk, and would project from the building approximately 4 feet. These distances would be consistent with City Code 10-4-17(G)4.b and (G)4.c. Staff shall verify compliance with these and all other applicable sign regulations during the construction permit plan check process, and at installation inspection.

1984 SPR84-15 Conditions of Approval: Conditions of record for SPR84-15 were adopted in 1984 when the SPR was approved. These conditions are provided in **Figure 2**.

Condition (a): City records revealed that Condition (a) regarding building occupancy expansion was imposed prior to the adoption of City Council Ordinances No. 1413 in 1987 and Ordinance No. 1474 in 1991. These Ordinances allow for increases in the occupancy of an existing building within the special assessment Downtown Parking District, involving no physical floor area expansion of a building, without triggering the requirements of City Code 10-4-4: Parking and Loading regulations of additional parking or the payment of in lieu fees. Condition (a) is inconsistent with City Code and is removed.

Condition (b): This condition regarding combining the project site properties is currently being addressed by the Applicant/Property Owner through the City's parcel merger process under LLA 21-02. In that the merger process has not yet been completed through recorded deed, this condition has been reworded and reformatted as Condition 5(a) to require completion prior to final inspection of any project site construction permit.

Condition (c): This condition regarding roof equipment screening should remain in effect to address new roof equipment or changes to roof equipment in the future. This condition is reformatted as Condition 5(b).

Condition (d): The SPR84-15 file contains an October 31, 1984 memorandum from staff to the Planning Commission, and Minutes from the Planning Commission's November 6, 1984 Meeting, that reported the status of staff's receiving and approval of a revised Main Street elevation. Condition (d) was completed and is removed.

Recommendation: Staff recommends the Commission take the following actions.

- I. Adopt the Staff Report as part of the public record.
- II. Make the following findings:
 1. The request involves the placement and use of on premise signs and therefore is Categorically Exempt from the California Environmental Quality Act (CEQA), per Section 15311(a) of the CEQA Guidelines.
 2. Proposed sign modifications share common font style, back lit illumination color, sign materials, and architectural character that are well related to each other and are harmonious with the building design and the Central Business District.
 3. Proposed Sign modification total aggregate sign area of 63 square feet, its total wall sign area of 53.8 square feet and the total project sign area of 9 square feet are all within the maximum sign areas authorized under City Code 10-4-17(G)1.b., (G)4.c., and (G)5.b.
- III. Approve the project request, 251 Main Street – SPR84-15-R, subject to Conditions of Approval as follows:
 1. Approval is granted for the SPR84-15-R request described in the Applicant Submittal Package received on June 3, 2021, and staff's report dated June 15, 2021.
 2. Runs with the Land. Approval shall apply only to 251 Main Street, on the APN to be assigned after the merger of APNs 001-201-006, 001-201-014, regardless of any change of ownership, and may not be transferred to another parcel.
 3. Permits. Approval is valid for a period of eighteen (18) months during which time the rights granted must be exercised by obtaining a construction (sign) permit for the projecting sign and the two wall signs. Two complete copies of the sign elevations and attachment details shall be submitted to the Development Services Department for processing.

4. Other Applicable Requirements. The project approval is subject to all applicable requirements of the Federal, State, City of Placerville, including an encroachment permit from the Engineering Department for any sign installation activity within the City's right of way and public parking lot, including the regulations and provisions within City Codes 10-4-9: Site Plan Review and 10-4-17: Sign Regulations.
5. Conditions (b) and (c), approved during the initial SPR84-15 Planning Commission approval in 1984, shall remain in effect and are provided and reformatted as follows:
 - (a) It is recognized that this project site consists of two Assessor's Parcels 001-201-006 and 001-201-014. The applicant will combine the properties by parcel merger prior to final inspection of any project site construction permit.
 - (b) Any roof equipment will be screened from view behind the building facade.
6. Substantial Conformance. The use shall be implemented in substantial conformance to the Site Plan Review as approved by the Planning Commission. Any proposed future change to the site or modification to the application beyond what is authorized under this permit shall be submitted to the Development Services Department for a determination of appropriate procedures.

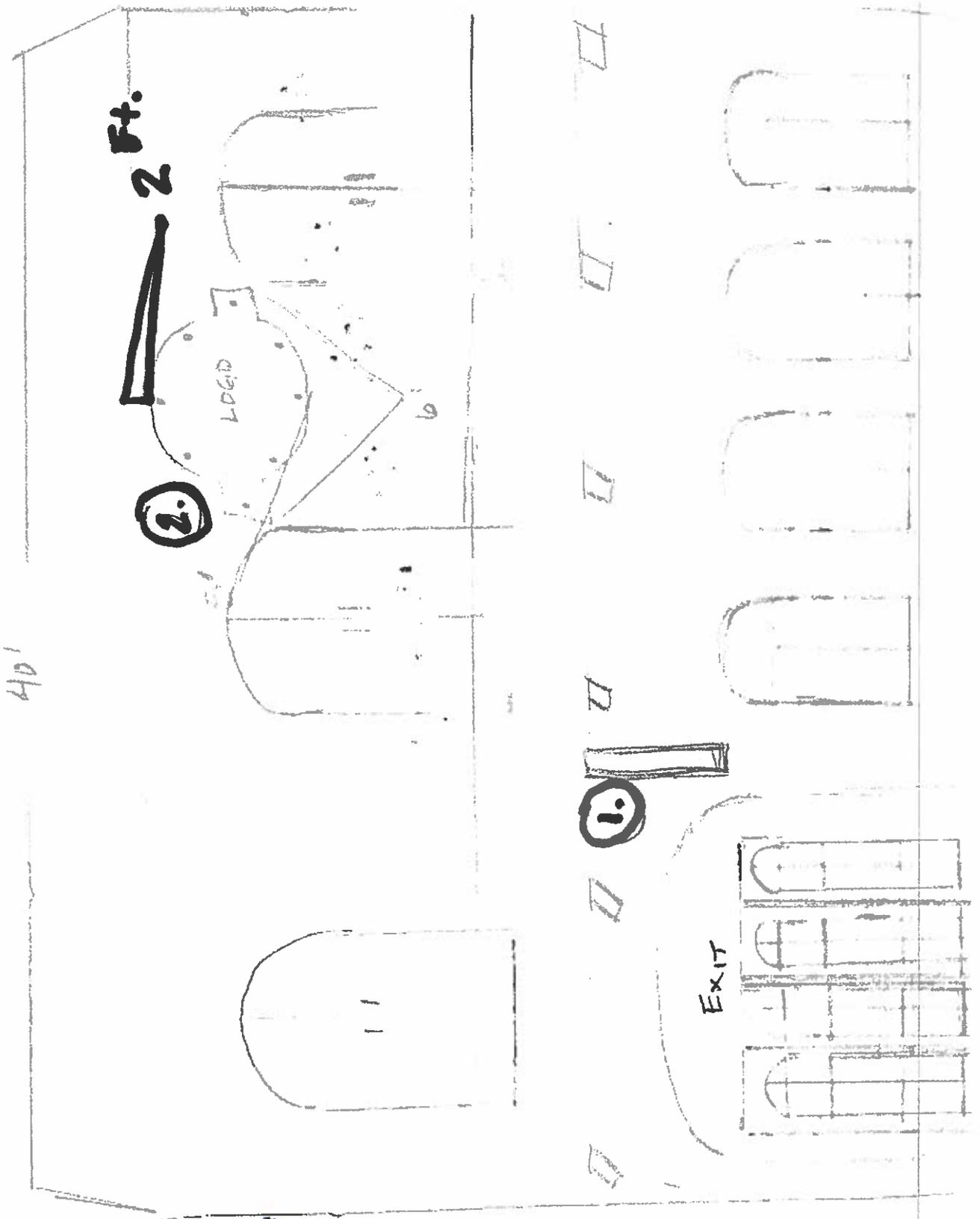
Attachments:

- A. Applicant Submittal Documents
- B. City of Placerville: 251 and 253 Main Street Historic Resource Surveys

Attachment A
Applicant Submittal Package

The Green Room Social Club
251 Main St

FRONT



RECEIVED

JUN 03 2021

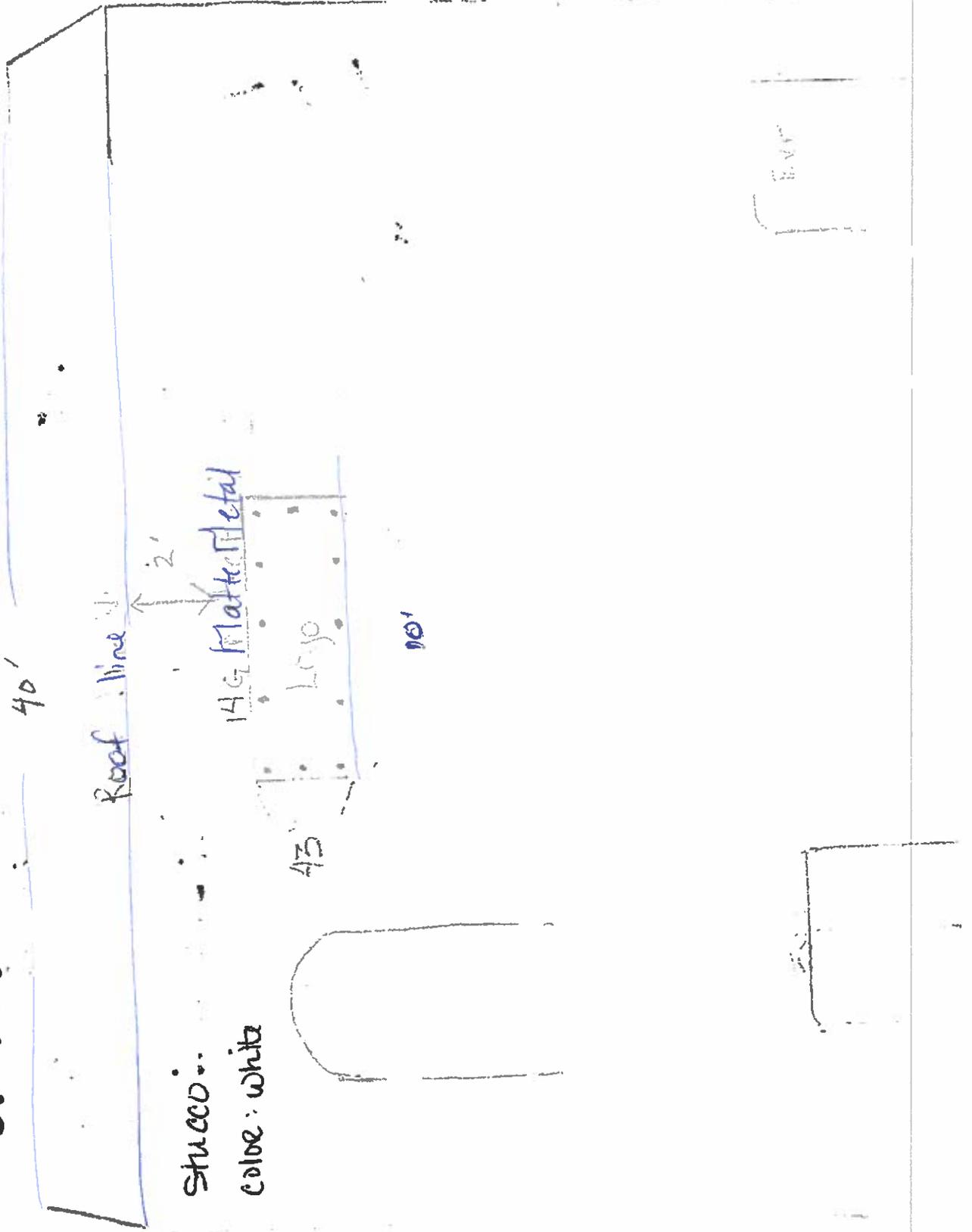
CITY OF PLACERVILLE
DEVELOPMENT SERVICES/DEPT

The Green Room Social Club
251 Main St

REAR

3. Rear Exterior 2nd Story

1" = 5'



RECEIVED

JUN 03 2021

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

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JUN 03 2021
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

1. Front Door Signage



2. Front Exterior

RECEIVED

JUN 03 2021

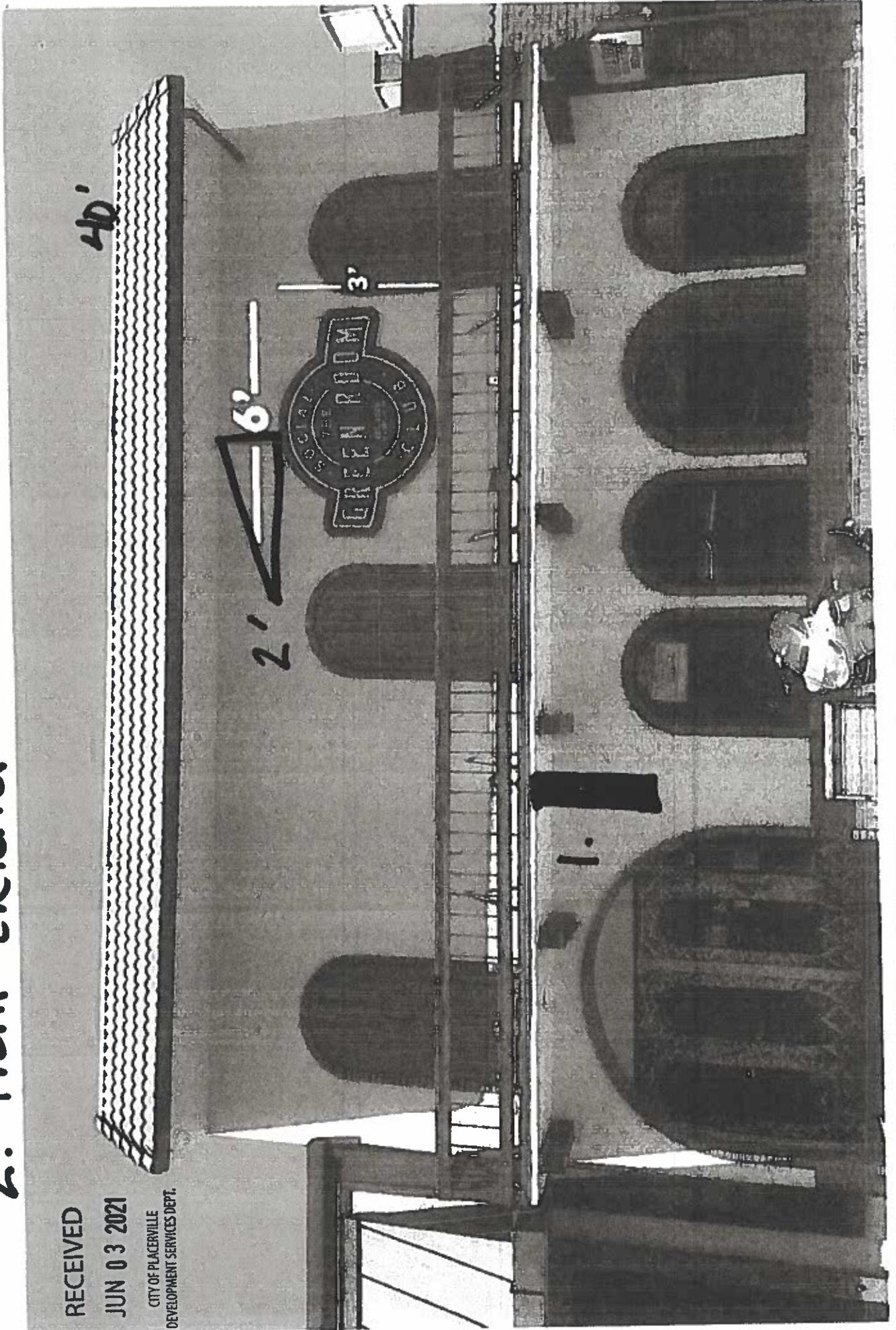
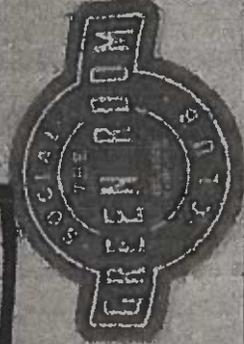
CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

40'

2'

6'

3'

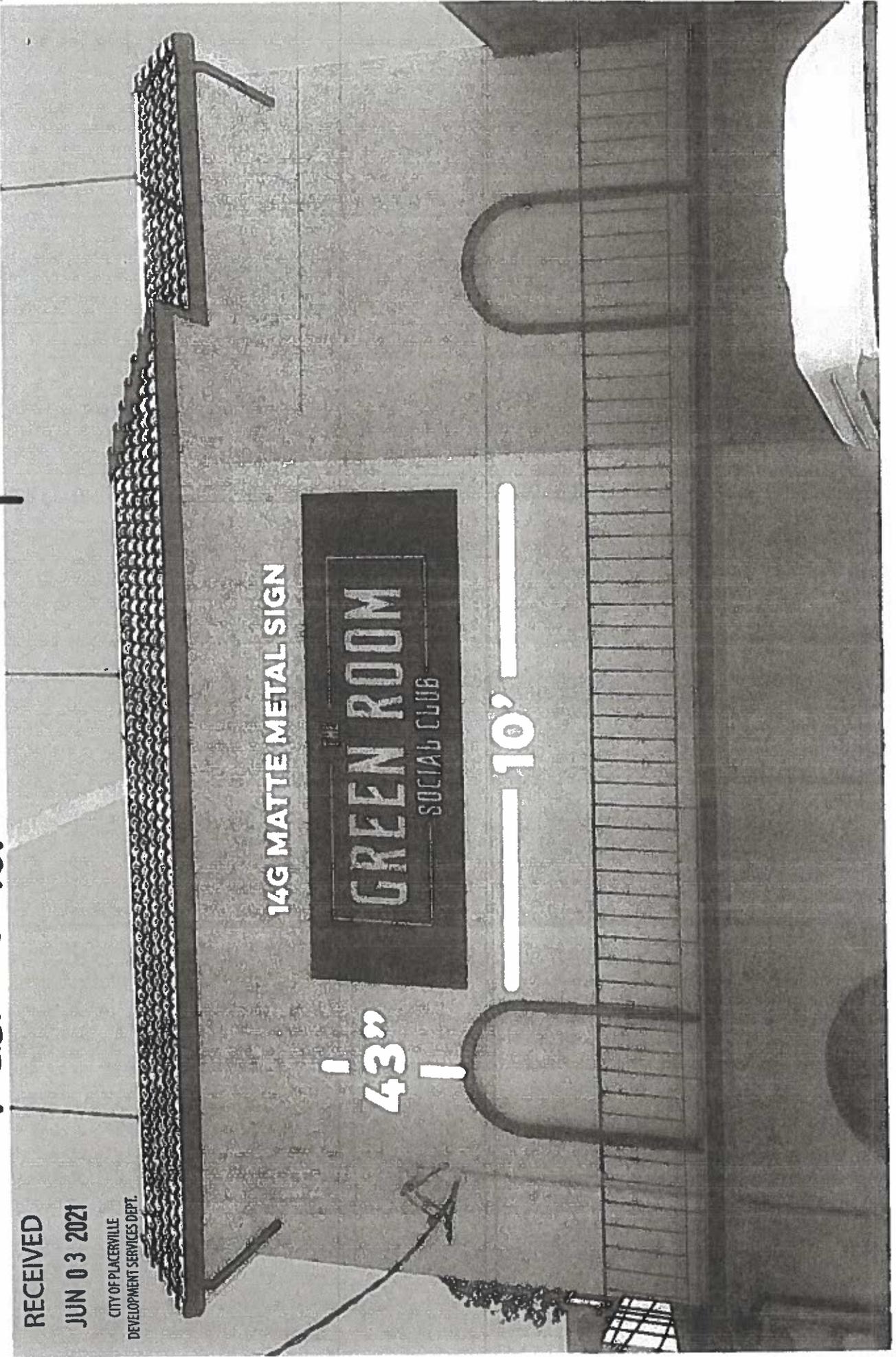


3. Rear Exterior 2nd Story

RECEIVED

JUN 03 2021

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.



Attachment B
City of Placerville
251 and 253 Main Street Historic Resource Surveys

IDENTIFICATION

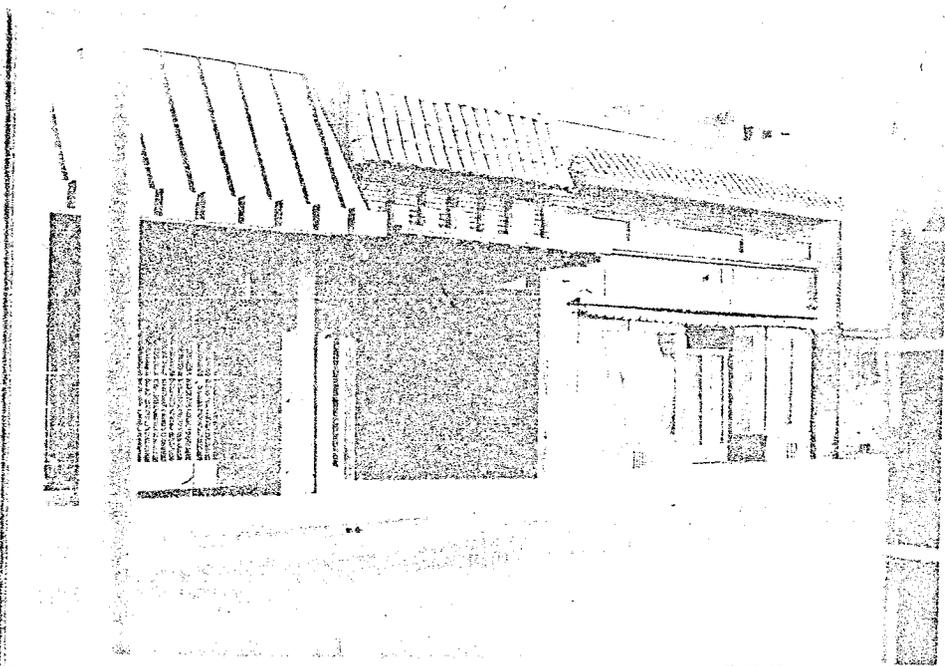
1. Common name: Vacant Store
2. Historic name: Fred Hunger's Butcher Shop
3. Street or rural address: 251 Main Street
City: Placerville, California Zip: 95667 County: El Dorado
4. Parcel Number: 01-261-06 (Portion of Lot 6, Block 41)
5. Present Owner: Berneta F. Bangs, Etal. Address: 251 Main Street
City: Placerville, California Zip: 95667 Ownership is: Private
6. Present Use: Vacant Store Original Use: Butcher Shop

DESCRIPTION

- 7a. Architectural Style: Western False, Fire Front
- 7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition:

This is a single story building within a row of buildings on the north side of Main Street in the City of Placerville, currently vacant. It is rectangular in shape. The building was recently remodeled, adding the Spanish roof tiles to the front in a mock mansard roof styling. The building is brick with wooden trim and a plaster and wood zarquee. The main entrance is recessed from the face of the building with multi-pane, center swing french doors. A medium gable roof is covered by the false or fire front.

8. Construction date: Estimated: 1856 Factual:
9. Architect:
10. Builder:
11. Approximate property size (in feet) Frontage: 12.26' Depth: 89.16'
12. Date(s) of enclosed photograph(s) 1984



3556

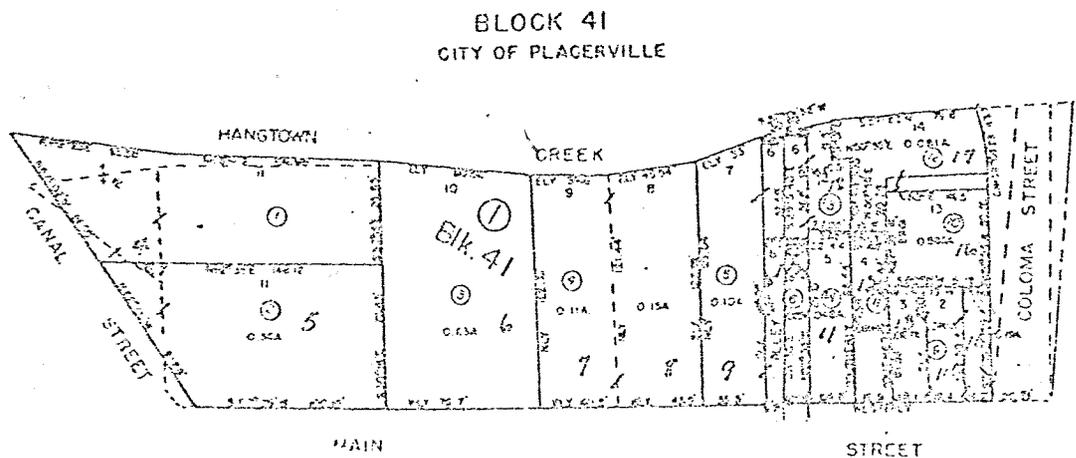
- 13. Condition: Good
- 14. Alterations: recent remodeling, and addition of spanish roof tiles and marquee.
- 15. Surroundings: (Check more than one if necessary) Commercial.
- 16. Threats to site: None known
- 17. Is the structure: On its original site? Yes Moved? Unknown?
- 18. Related features:

SIGNIFICANCE

- 19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

Originally built as a butcher shop for Fred Hunger in the late 1860's, this building has been vacant for the past few years.

- 20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 - 1. Economic/Industrial
- 21. Sources (List books, documents, surveys, personal interviews and their dates.)
 - 1. Mountain Democrat (newspaper), Placerville, El Dorado County, California.
 - 2. El Dorado County Recorder's Office, Placerville, California. Official Records
 - 3. FITCH, Thomas & Company. City, County Directory. The Placerville Republican Printing Office. Placerville, California. 1862. Reprinted 1975, El Dorado County Historical Museum.
- 22. Date form prepared: 30 May 1984
 By (name): Betty C. Laarveld
 Organization: City of Placerville Historic Advisory Committee
 Address: 497 Main Street
 City: Placerville, California Zip: 95667
 Phone: City Hall 622-9353; Laarveld 622-9434



HISTORIC RESOURCES INVENTORY

IDENTIFICATION

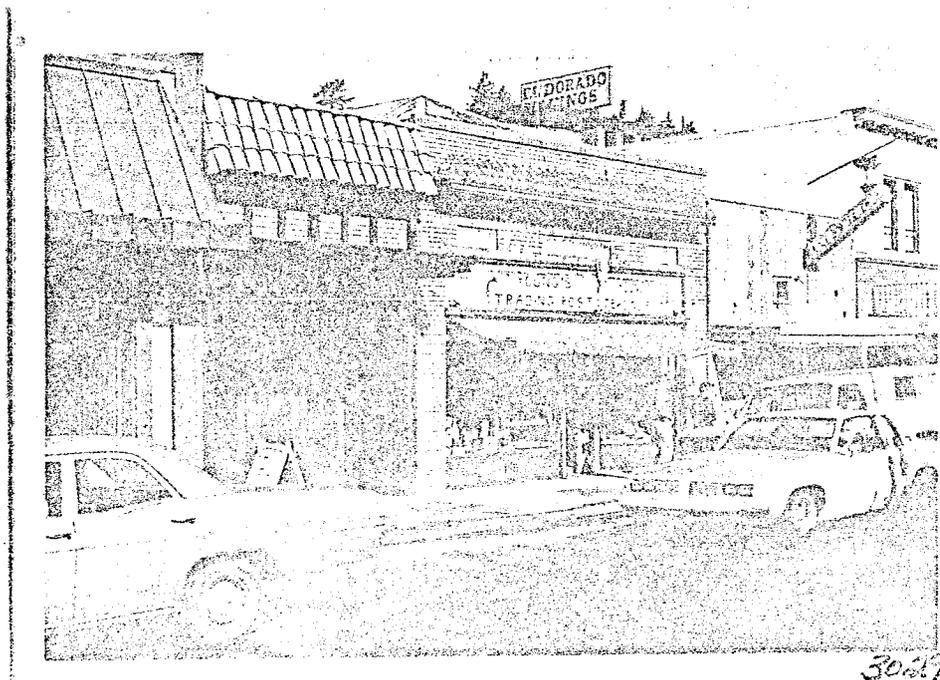
1. Common name: Young's Trading Post
2. Historic name: Landecker's Brick Building
3. Street or rural address: 253 Main Street
City: Placerville, California Zip: 95667 County: El Dorado
4. Parcel Number: 01-201-14 (Lot 5, Block 41)
5. Present Owner: Jose M. Barragan Address: 840 Hill Crest Blvd.
City: Milbrae, California Zip: 94030 Ownership is: Private
6. Present Use: Commercial Original Use: Grocery Store

DESCRIPTION

- 7a. Architectural Style: Gothic Revival with Western Fire Parapet or False Front.
- 7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition:

Young's Trading Post is a single story building on the north side of Main Street, and within a row of buildings. The building has a brick front with plate glass display windows. A canvas awning extends from the face of the building. Three smooth recessed panels are centered on the front of the building above the name plate. A mock Spanish Style overhanging false roof is mounted on the facade of the building below the fire wall or parapet. The top of the parapet is capped by a single horizontal row of bricks. A medium gable metal roof caps the building. The main entrance is through double hung, wooden framed french doors in the center of the front facade.

8. Construction date: Estimated: 1856 Factual:
9. Architect: Unknown
10. Builder: Unknown
11. Approximate property size (in feet) Frontage: 24.5' Depth: 83.44'
12. Date(s) of enclosed photograph(s): 1983



3027

- 13. Condition: Good
- 14. Alterations: Modernization of front display areas, addition of false roof on front facade.
- 15. Surroundings: (Check more than one if necessary) Commercial
- 16. Threats to site: None known
- 17. Is the structure: On its original site? Yes Moved? Unknown?
- 18. Related features:

SIGNIFICANCE

- 19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

Built after the 1856 fire, this building was used as a Grocery and Provisions store by Louis Landecker in 1862. The building continued to be occupied by a Grocery Store until around 1910. During the late 1920's the building was occupied by a Bowling Alley. The Bowling alley continued until sometime during the late 1960's, when the building was vacated. The building was vacant for several years, and now is occupied by the Young's Trading Post.

- 20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 - 1. Economic/Industrial
- 21. Sources (List books, documents, surveys, personal interviews and their dates.)
 - El Dorado County Recorder's Office, Placerville, California. Official Records.
 - Mountain Democrat (newspaper), Placerville, California.
 - FITCH, Thomas & Company, City, County Directory Placerville Republican Printing Office, Placerville, California. 1852. Reprinted by the El Dorado County Historical Museum, 1975.
- 22. Date form prepared: 30 May 1984
 - By (name): Betty C. Laarveld
 - Organization: City of Placerville Historic Advisory Committee
 - Address: 487 Main Street
 - City: Placerville, California Zip: 95667
 - Phone: City Mail 622-9353; Laarveld, 622-9434

